

Session Name and Time: Using the Electronic Media 12/1/99 1:40 P.M.

Featured Speaker: John C. Kavaliunas, Chief of Marketing Services Office, U.S. Census Bureau

Presentation Summary:

This presentation, derived from a presentation entitled, “Communicating with Census Bureau Customers” provided an overview of the following:

1. Who are the external customers of the Census Bureau (Policy Makers, Federal Agencies, Data Users, Repackagers/Resellers and Respondents)
2. How does the Census Bureau communicate with Customers (via information in print, their Web Site, Stakeholder/Advisory Committees, at more than 300 conferences and exhibits per year and via Customer Research).
3. Why the Census Bureau undertakes Customer Research Surveys to seek out how customers use their products, measure satisfaction, and learn about behaviors, trends and preferences. And,
4. How the Census Bureau uses two new E-Applications (E-Commerce and E-Mail Routing and Management Software).

Important Ideas from the Discussion:

Before collecting any information in any form — Understand how you are going to use the information.

Their data users are characterized as “Manipulators, Integrators, Profilers or Surfers.”

Note the bad experience they had using E-mail as a survey pathway — When their unsolicited E-mail survey arrived — it was generally considered as SPAMing **and was deleted.**

prepared in an Adobe Acrobat format, cited Internet reference links in all products, expedited product order fulfillment and developed new products and services.

Using E-Commerce they have found that 45% of their orders are placed after normal business hours. As a result they have had to shorten their turn-around-time from three days to 24 hours.

They have found that communicating the results of their research are very important and they do this thru the distribution of paper summaries, e-mail messages, Internet postings and holding Auditorium presentations about research findings, new products and customer feedback.

They also conduct a customer services week which includes presentations, games, videos, customer carnival competitions and customer service awards.

See their web page at www.census.gov

Key Questions of the Speaker:

When will the 2000 Census be conducted?

Answer: March 28 & 29. 2000.

How can you respond?

Answer: By mail, telephone or via the Internet.

With a recent low response rate of 61%, what is being done to increase the response rate?

Answer: A targeted professional advertising program costing \$160 Million has been developed to specifically reach out to low responders noting the importance of responding and the value to each individual that it represents.

How can EPA use this information?

To learn from the experiences of other agencies' — successes and mistakes.

Where in EPA can this information be used?

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Participants

Name

Organization

David Murdock
Mary Dingwall
Shirley Morris
Eileen Deamer
Michelle Scheele
Charlie Walker
Jim O'Dell
Jim Roca
Mary Louise Hewlett
Ken Kryszczun
Tom Reich
Margaret Hamilton
Linda Hilwig
Betty Wonkermit
Laurie May
Jack Stanton
Barry Goldfarb
George Walker

DOC/NOAA
Westat
GSA
EPA/Region 5
Westat
Corps of Engineers
EPA/ORD/NERL
EPA/OARM/OAM
EPA/OPPT/HRAMB
EPA/Region 3
EPA/Region 6
USGS-MCMC, Rolla, Mo.
EPA/HQ
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EPA/HQ/OSWER
EPA/ORD/ORMA
EPA/ORD/ORMA
EPA/HQ